



Katie Zheng

ACD / Art Director / Artist



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Broth

Associate Creative Director

6/2020 - Current

4 New Business Wins: Led the creation and presentation of decks that resulted in four new clients in 2023.

Developing Relationships: Turned project-based work for CSL Behring into agency of record with high quality deliverables.

Agency Leadership: Spearheaded the adoption of AI-assisted art tools, led workshops on developing technologies, and mentored junior creatives.

Production Expertise: Directed integrated campaign for CSL Behring's World Hemophilia Day by managing client communications and external production vendors to develop print, digital, video, and social materials.

- Created the world's first Cell-fie (augmented reality filter) that was used over 20,000 times within its first week of deployment.

Digital Design: Developed a logo, branding system, and marketing materials for SelfiHealth, an app that uses technology to match people with similar medical conditions.

- Illustrated a playful emoji set that features unique brand characters.

Award Winning Concepts: 2nd place winner in the 2023 Cannes Young Lions Digital Strategy competition.

- Leveraged controversial pirating platforms to get underprivileged youth the software they need for careers in the creative industry.

CDM NY

Senior Art Director

9/2017 - 6/2020

Experiential Design: Collaborated with designers and production vendors to develop physical experiences for American Heart Association's medical conventions.

- Created the "Puppy Snuggle Booth", an area for cardiologists to relax and play with adoptable puppies, which resulted in an extremely popular experience that repeatedly ran out of waivers.

Leading Innovation: Leveraged SparkAR to create the American Heart Association's first augmented reality filters for social media.

Digital Strategy: Placed as a top 5 finalist in the U.S. Young Lions competition.

- Developed a strategic partnership between End Allergies Together and Fortnite, that targeted millennials through a multimedia campaign.

H4B Chelsea

Junior Art Director

9/2015 - 9/2017

Making Complexity Simple: Created infographics that distill complicated scientific concepts into easy-to-understand takeaways.

Brand Ownership: Concepted campaigns and directed photoshoots for brand launches.

Programs & Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Sketch, SparkAR, Webflow, Keynote, Microsoft Office (Powerpoint, Word), Google Suite

Education

Parsons School of Design
Bachelor of Fine Arts (2011 - 2015)
Major in Design and Technology